

Exclusively for  
Sample A. Sample

# 135 FREE MILES

Toward the Dirt Jak.

Exclusively for  
Sample A. Sample

# 180 FREE MILES

Toward the M.A.T. Series 2000 Watch.

Exclusively for  
Sample A. Sample

# 150 FREE MILES

Toward the Red Pack.

Exclusively for  
Sample A. Sample

# 30 FREE MILES

Toward the River Shorts or Rain Gear.

Exclusively for  
Sample A. Sample

# 80 FREE MILES

Toward the Team Pullover.

Exclusively for  
Sample A. Sample

# 200 FREE MILES

Toward the O'Bag.

## SAVE \$3

When you use this coupon  
on a carton of any style Marlboro.

Exclusively for  
Sample A. Sample



## \$3.00 OFF CARTON

of any style Marlboro

### SMOKER SURVEY (for smokers age 21 and over)

Please complete the following information and mail today in the enclosed postage paid envelope.

9999999999999999

Mr. Sample A. Sample  
1234 Main Street  
Anytown, US 00000

1. What is your regular brand of cigarette? (Put in the brand you smoke most often.)

2. Is your regular brand: ☐ Regular King Size ☐ 100's or ☐ 10's

3. Is your regular brand: ☐ Softpack ☐ Hardpack ☐ Lights

4. Is your regular brand: ☐ Filter ☐ Non-Filter

5. Is your regular brand: ☐ Lights ☐ Lights & Lights ☐ Lights & Lights

6. Do you usually buy it by the: ☐ Pack ☐ Carton ☐ Bulk

7. What, if any, was your previous brand?

Write or print in a separate enclosed envelope your response to the survey.

8. Which of the following best describes you? (Check one in each column.)

- |  |                                    |
|--|------------------------------------|
| <input type="checkbox"/> Always/Regular    | <input type="checkbox"/> Full-time |
| <input type="checkbox"/> Sometimes/Regular | <input type="checkbox"/> Part-time |
| <input type="checkbox"/> Never/Regular     | <input type="checkbox"/> Full-time |
| <input type="checkbox"/> Sometimes/Regular | <input type="checkbox"/> Part-time |
| <input type="checkbox"/> Never/Regular     | <input type="checkbox"/> Full-time |

9. How many packs of cigarettes did you smoke in the past month? (Pack = 10 cigarettes)

10. Of how many packs, how many were your regular brand and how many were other brands?

Regular Brand # Packs \_\_\_\_\_

Other # Packs \_\_\_\_\_

☐ Please enclose my name from the Marlboro mailing list.

By responding to this survey, you are agreeing to provide us with your name and address for our mailing list. We will not sell your name or address to any other company without your written consent.

Signature \_\_\_\_\_ Name of Birth \_\_\_\_\_

Lights: Menthol 10 mg "tar," 0.8 mg nicotine; 100's & Kings 11 mg "tar," 0.9 mg nicotine—Medium: Kings 12 mg "tar," 0.8 mg nicotine; 100's 13 mg "tar," 1.0 mg nicotine—Regular: 16 mg "tar," 1.2 mg nicotine av. per cigarette by FTC method.



**SURGEON GENERAL'S WARNING: Cigarette  
Smoke Contains Carbon Monoxide.**



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